



Way of Life!

2012



S40

2012



S40



MSRP: \$5,399

You haven't lived until you've ridden a big single-cylinder road bike. They're flat out a blast to ride. The Boulevard S40 takes that timeless single-cylinder design and adds a shot of advanced Suzuki technology to this timeless design to create a bike that combines exciting performance with rock-solid reliability. One of the S40's major attractions is its lightweight responsiveness—it's great for cruising down the boulevard or getting outside and beyond the city limits. Wherever you ride, one twist of the throttle rewards you with a blast of low-end and mid-range torque. When you're up to cruising speed, you'll really appreciate the engine's smooth performance.

The Boulevard S40 for 2012—it's designed for you to enjoy the simple pleasure and pure excitement of motorcycling.

For 2012, the Boulevard S40 is available in Fox Metallic Orange/Glass Sparkle Black and Pearl Mirage White/Metallic Veil Silver.



Metallic Orange / Glass Sparkle Black





S40

TOP 10 FEATURES



Classic air-cooled, single-cylinder 652cc, SOHC engine design with Twin Swirl Combustion Chambers (TSCC) delivers strong low-to-mid rpm range torque and superb performance on city streets or the open highway.



A long, chromed single exhaust gives the Boulevard S40 classic styling and exceptional performance.



Traditional belt drive system maintains classic cruiser styling and is quite, durable, simple to adjust and requires little maintenance.



Teardrop-shaped fuel tank with flush-mounted speedometer contributes to the Boulevard S40's classic cruiser styling. Its large 2.8-gallon capacity fuel tank, along with the S40's incredibly efficient fuel economy, makes the Boulevard S40 an excellent choice for both city streets and longer highway rides.



Two-tone metallic paint gives the Boulevard S40 a sleek, customized look with classic cruiser styling.



Traditional-style polished spoked wheels (a wide 15" rear and slim 19" front) provide a classic cruiser look, as well as strength and performance.



Sleek, one-piece saddle adds to the Boulevard S40's already streamlined appearance. The low seat height (only 27.6 inches) is great for entry-level riders and riders of all skill levels.



Hydraulic disc brake with large 220mm disc provides the classic-styled Boulevard S40 with modern, effective stopping power and braking performance. The disc brake assembly, along with the Boulevard S40's powerful engine and light overall curb weight create a responsive, agile cruiser that is equally comfortable on city streets and open highways.



Custom flat handlebar design provides a clean, comfortable, sporty appearance, while custom-style rearview mirrors provide an attractive appearance (similar to the larger Boulevard models).



Chrome accents, including the long exhaust, dual shocks, front suspension, headlight and handlebars, along with the polished engine parts, give the Boulevard S40 a high-quality look with classic, traditional cruiser styling.



SUZUKI EDGE

MODEL NAME:	2012 Suzuki Boulevard S40	SUZUKI EDGE	2012 Yamaha V-Star 250	2012 Honda Rebel 250	2010 Yamaha V-Star 650 Classic	2012 Honda Shadow Spirit 750
MSRP:	\$5,399	The Boulevard S40 is an unbeatable value boasting more performance and features than the competition at an MSRP that is thousands of dollars lower than the competition. The Boulevard S40 is priced \$1191 lower than the Yamaha V-Star 650 Classic and \$2841 lower than the Honda Shadow Spirit 750!	\$4,190	\$4,190	\$6,590	\$8,240
ENGINE						
Engine:	652cc air-cooled, 4-stroke, single cylinder, SOHC	The Boulevard S40's classic-style single-cylinder, air-cooled, four-stroke 652cc powerplant delivers class-leading, versatile power, fuel efficiency and reliability compared to the competition and features more displacement than the Yamaha V-Star 650 Classic and way more than the Honda Rebel & Yamaha V-Star 250. The compact design of the single-cylinder engine keeps the Boulevard S40 lightweight and maneuverable, making it a versatile bike for both city streets and highway rides.	249cc air-cooled, 60-degree V-twin, SOHC	234cc air-cooled, parallel twin-cylinder, SOHC	649cc air-cooled, 70-degree V-twin; SOHC	745cc liquid-cooled, 52-degree V-twin, SOHC
Bore Stroke:	94mm x 94mm	The Boulevard S40 boasts a large bore/stroke dimensions that produce maximum horsepower and torque for class-leading performance.	49mm x 66mm	53mm x 53mm	81.0mm x 63.0mm	79.0mm x 76.0mm
Fuel System:	Carburator 40mm Mikuni	The Boulevard S40 features a 40mm Mikuni carburetor – the largest carburetor bore size in its class – giving the Boulevard S40 class-leading power, acceleration and fuel efficiency. The Boulevard S40's 40mm carburetor is 12mm larger than the Yamaha V-Star 650 Classic & 6mm larger than the Honda Shadow Spirit 750's throttle body.	Carburator 26mm	Carburator 26mm	Carburator (2) 28mm	EFI 34mm throttle body
Final Drive:	Quiet low-maintenance belt drive system	The Boulevard S40 boasts the classic-style and performance benefits of a lightweight belt drive system, such as excellent durability, minimal adjustments necessary, and a clean design – a feature you won't find on the Yamaha V-Star 250, Yamaha V-Star 650 Classic or Honda Rebel 250 drive systems.	Chain	Chain	Shaft drive	Shaft
Transmission:	5-speed constant mesh	The Boulevard S40 features a traditional 5-speed transmission with wide gear ratios designed to provide smooth performance and acceleration on the street or highway.	5-speed	5-speed	5-speed	5-speed
CHASSIS						
Brakes Front:	Single disc	A large single front disc brake compliments the lightweight Boulevard S40's classic cruiser styling with effective, reliable stopping power using high quality components and modern technology.	Single disc	Single disc	Single disc	Single disc

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MODEL NAME:	2012 Suzuki Boulevard S40	SUZUKI EDGE	2012 Yamaha V-Star 250	2012 Honda Rebel 250	2010 Yamaha V-Star 650 Classic	2012 Honda Shadow Spirit 750
Brakes Rear:	Drum brake	The Boulevard S40 features a simple-yet-effective lightweight rear drum brake that gives confident braking power on the road, and maintains the S40's classic cruiser styling.	Drum brake	Drum brake	Drum brake	Drum brake
Curb Weight:	173 kg (381 lbs)	The Boulevard S40 delivers class-leading performance and power at the lightest curb weight in its class. The Boulevard S40 is an incredible 163 - 167 lbs lighter than the Yamaha V-Star Classic and 155 lbs lighter than the Honda Shadow Spirit 750, making the Boulevard S40 great for beginning riders who want a light, responsive ride without compromising impressive performance.	332 lbs	331 lbs	544 lbs / 548 lbs (CA)	536 lbs
Fuel Tank Capacity:	10.5L (2.8 US gal.)	Because the Boulevard S40's powerful 652cc four-stroke powerplant is highly fuel efficient, producing incredible fuel economy, and the bike is so lightweight, a 2.8-gallon fuel tank is an optimal size for riding city streets and longer highway cruising while remaining more lightweight and maneuverable than the competition.	2.4 US gal	2.6 US gal	4.2 US gal	3.7 US gal
Overall Length:	2180mm (85.8 in.)	The Boulevard S40 has less overall length than any bike in its class. It is 10.7 inches lower than the Yamaha V-Star Classic, giving the Boulevard S40 superior maneuverability on the road.	86.2 in.	N/A	96.5 in.	N/A
Overall Width:	720mm (28.3 in.)	The Boulevard S40 is considerably narrower than the competition. Its 28.3-inch overall width is 6.3 inches narrower than the Yamaha V-Star Custom, giving it improved maneuverability and confident handling, which is especially great for beginning riders.	28.0 in.	N/A	36.6 in .	N/A
Wheelbase:	1480mm (58.3 in.)	The Boulevard S40 has a 58.3-inch wheelbase that is over 5 inches shorter than the Yamaha V-Star Custom, giving it excellent handling on the highway and great cruising through the corners!	58.7 in.	57.1 in.	64 in.	65.2 in.
Seat Height:	700mm (27.6 in.)	The Boulevard S40 has a competitively-low 27.6-inch seat height that, along with its class-leading curb weight and dimensions, makes it a comfortable bike for a wide range of riders, and especially great for beginning riders.	27.0 in.	26.6 in.	27.9 in.	25.7 in.
Suspension Front:	Telescopic, coil spring, oil damped; 5.5 in. of travel	The Boulevard S40's chromed, telescopic front fork adds to it's classic cruiser styling, and is more effective than the competition because it weighs hundreds of pounds less than any other bike in its class, resulting in a responsive, smooth ride over a variety of road conditions.	Telescopic fork; 5.5 in. of travel	Telescopic fork; 4.6 in. of travel	Telescopic fork; 5.5 in. of travel	Telescopic fork; 4.5 in. of travel

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MODEL NAME:	2012 Suzuki Boulevard S40	SUZUKI EDGE	2012 Yamaha V-Star 250	2012 Honda Rebel 250	2010 Yamaha V-Star 650 Classic	2012 Honda Shadow Spirit 750
Suspension Rear:	Dual shocks, coil spring, oil damped, 5-way adjustable spring preload; 3.1 in. of travel	The Boulevard S40 features classic-style chromed dual rear shocks with oil damping that, together with the bike's overall light weight, give the Boulevard S40 excellent suspension for great handling and performance on the road or highway.	Dual shocks; adjustable preload; 3.9 in. of travel	Dual shocks; adjustable preload; 2.9 in. of travel	Single shock; adjustable preload; 3.9 in. of travel	Dual shocks; adjustable preload; 3.5 in. of travel
Tires Front:	100/90-19; tube type	The Boulevard S40 features a high-quality IRC brand 100/90 19" front tire with classic-style spoked wheel that offers superior performance and traction with traditional styling.	3.00-18	3.00-18	130/90 -16	90/90-21
Tires Rear:	140/80-15; tube type	The Boulevard S40 features a high-quality IRC brand 140/80 15" rear tire with classic-style spoked wheel that offers superior performance and traction with traditional styling.	130/90-15	130/90-15	170/80-15	160/80-15
Color:	Orange/Black ; White/Black	The Boulevard S40 is available in more colors than the Yamaha V-Star Classic, including custom-style two-tone metallic paint, offering riders a sleek customized look.	Raven	Silver, Red	Blue; Red	Orange; Black
Warranty	12 month unlimited mileage limited warranty	The Boulevard S40 features a 12 month unlimited mileage limited warranty with extended protection plans available from Suzuki Extended Protection (SEP).	12 month limited warranty	12 month limited warranty	12 month limited warranty	12 month limited warranty